

Welcome to DIALOG  
### Status: Connected

Dialog level 02.12.60D

Last logoff: 02apr03 16:45:48

Logon file405 02apr03 17:22:22

KWIC is set to 50.

HIGHLIGHT set on as '\*'

COREDBS is set ON as an alias for 15,9,610,810,275,476,624,636,621,613,813,16,160,634,148,20,77,35,583,65,2,233,99,474,475,256.

SUBCL14 is set ON as an alias for 635,570,PAPERSMJ,PAPERSEU.

SUBCL28 is set ON as an alias for 6,7,8,14,34,94,434.

SUBCL35 is set ON as an alias for 139,267,268,625,626.

SUBCL2NODRUG is set ON as an alias for 442,149,43,444,5,73,155,34,434.

\*\*\*\*\*

SYSTEM:HOME

Cost is in DialUnits

Menu System II: D2 version 1.7.8 term=ASCII

\*\*\* DIALOG HOMEBASE(SM) Main Menu \*\*\*

#### Information:

1. Announcements (new files, reloads, etc.)
2. Database, Rates, & Command Descriptions
3. Help in Choosing Databases for Your Topic
4. Customer Services (telephone assistance, training, seminars, etc.)
5. Product Descriptions

#### Connections:

6. DIALOG(R) Document Delivery
7. Data Star(R)

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/H = Help

/L = Logoff

/NOMENU = Command Mode

Enter an option number to view information or to connect to an online service. Enter a BEGIN command plus a file number to search a database

(e.g., B1 for ERIC).

?b coredbs,subcl14

?ds

Set	Items	Description
S1	153	((IMAGE? ? OR PICTURE? ?) (3N) (CUSTOMER? ? OR CONSUMER? ? OR USER? ? OR VIEWER? ? OR AUDIENCE)) (S) ((TARGET??? OR PERSONAL-??? OR OPTIM???) (3N) (ADVERTI?????? OR ADS))
S2	96	RD (unique items)
S3	65	S2 NOT (PY>=2000 OR PD>=19991021)
S4	4	S3 AND (BIOMETRIC OR PHYSICAL) (5N) (CUSTOMER? ? OR CONSUMER? ? OR USER? ? OR VIEWER? ? OR AUDIENCE)
S5	0	(S3 NOT S4) AND (IMAGE(W) (RECOGNITION OR ANALYSIS))
S6	61	S3 NOT S4

Listing in next sheets

09/422,195  
52th image  
in 211 & 192 and  
db for 705/14

t/3/all

4/3/1 (Item 1 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2003 ProQuest Info&Learning. All rts. reserv.

01763734 04-14725

**Brand positioning through advertising in Asia, North America, and Europe:  
The role of global consumer culture**

Alden, Dana L; Steenkamp, Jan-Benedict E M; Batra, Rajeev

Journal of Marketing v63n1 PP: 75-87 Jan 1999

ISSN: 0022-2429 JRNL CODE: JMK

WORD COUNT: 10437

4/3/2 (Item 2 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2003 ProQuest Info&Learning. All rts. reserv.

01383695 00-34682

**Man to man: A content analysis of sole-male images in male-audience  
magazines**

Kolbe, Richard H; Albanese, Paul J

Journal of Advertising v25n4 PP: 1-20 Winter 1996

ISSN: 0091-3367 JRNL CODE: JOA

WORD COUNT: 8762

4/3/3 (Item 3 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2003 ProQuest Info&Learning. All rts. reserv.

00728453 93-77674

**Marketplace Lodging Needs of Mature Travelers**

Ananth, Mangala; DeMicco, Frederick J.; Moreo, Patrick J.; Howey, Richard M.

Cornell Hotel & Restaurant Administration Quarterly v33n4 PP: 12-24 Aug 1992

ISSN: 0010-8804 JRNL CODE: CHR

WORD COUNT: 6968

4/3/4 (Item 4 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2003 ProQuest Info&Learning. All rts. reserv.

00658238 93-07459

**Marketing Product Innovations to the Elderly: Understanding the Barriers to  
Adoption**

Lunsford, Dale A.; Burnett, Melissa S.

Journal of Consumer Marketing v9n4 PP: 53-63 Fall 1992

ISSN: 0736-3761 JRNL CODE: JCK

WORD COUNT: 4569

?t/3/all

6/3/1 (Item 1 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01808183 04-59174  
**"Fast, fun and friendly" image**  
Anonymous  
Home Textiles Today v20n32 PP: 102 Apr 12, 1999  
ISSN: 0195-3184 JRNL CODE: CHTT

6/3/2 (Item 2 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01721413 03-72403  
**Friedland Jacobs picks up TVN**  
Kelly, Jane Irene  
Adweek (Western Edition) v48n42 PP: 10 Oct 19, 1998  
ISSN: 0199-4743 JRNL CODE: AWA  
WORD COUNT: 208

6/3/3 (Item 3 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01607672 02-58661  
**Putting it in print**  
Holleran, Joan  
Beverage Industry v89n3 PP: 30 Mar 1998  
ISSN: 0148-6187 JRNL CODE: BEVI  
WORD COUNT: 778

6/3/4 (Item 4 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01555205 02-06194  
**Loopholes and lapses in the "1997 Tobacco Agreement": Some devils in the marketing details**  
Goldberg, Marvin E; Kozlowski, Lynn T  
Journal of Public Policy & Marketing v16n2 PP: 345-351 Fall 1997  
ISSN: 0743-9156 JRNL CODE: JMP  
WORD COUNT: 6330

6/3/5 (Item 5 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01552527 02-03516  
**Direct marketing advertising: The assents, the dissents, and the ambivalents**  
Korgaonkar, Pradeep K; Karson, Eric J; Akaah, Ishmael  
Journal of Advertising Research v37n5 PP: 41-55 Sep/Oct 1997  
ISSN: 0021-8499 JRNL CODE: ADR  
WORD COUNT: 6290

6/3/6 (Item 6 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

01404000 00054987  
**Film critics: Influencers or predictors?**

Eliashberg, Jehoshua; Shuman, Steven M  
Journal of Marketing v61n2 PP: 68-78 Apr 1997  
ISSN: 0022-2429 JRNL CODE: JMK  
WORD COUNT: 7799

6/3/7 (Item 7 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

00816150 94-65542  
**Negative political advertising and voting intent: The role of involvement and alternative information sources**  
Faber, Ronald J; Tims, Albert R; Schmitt, Kay G  
Journal of Advertising v22n4 PP: 67-76 Dec 1993  
ISSN: 0091-3367 JRNL CODE: JOA  
WORD COUNT: 6125

6/3/8 (Item 8 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

00812362 94-61754  
**The medium and the message**  
Anonymous  
Direct Marketing v56n9 PP: 27-31 Jan 1994  
ISSN: 0012-3188 JRNL CODE: DIM  
WORD COUNT: 2116

6/3/9 (Item 9 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

00561575 91-35930  
**Social Comparison and the Idealized Images of Advertising**  
Richins, Marsha L.  
Journal of Consumer Research v18n1 PP: 71-83 Jun 1991  
ISSN: 0093-5301 JRNL CODE: JCR

6/3/10 (Item 10 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

00218945 83-30506  
**A Buyer's Guide to Direct Response Space Advertising**  
Green, Lisa  
Direct Marketing v46n6 PP: 176, 178 Oct 1983  
ISSN: 0012-3188 JRNL CODE: DIM

6/3/11 (Item 11 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

00160403 82-01964  
**National Magazines Zero in on Affluent**  
Anonymous  
Savings & Loan News v102n12 PP: 76-77 Dec 1981  
ISSN: 0036-5114 JRNL CODE: SLN

6/3/12 (Item 12 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

00133673 81-03444

When Doing Consumer Research, Get Response to Words & Pictures  
Anonymous  
Marketing News v14n14 PP: 31 Jan 9, 1981  
ISSN: 0025-3790 JRNL CODE: MNW

6/3/13 (Item 1 from file: 9)

DIALOG(R)File 9:Business & Industry(R)  
(c) 2003 Resp. DB Svcs. All rts. reserv.

02481654 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Kids, Teens To Spend \$1.3 Bil Online in 2002**

(Teenagers will make up \$1.2 billion of the e-commerce market in 2002,  
while kids ages 5 to 12 will account for about \$100 mil)

Newsbytes News Network, p N/A

June 07, 1999

DOCUMENT TYPE: Journal; Survey (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 474

6/3/14 (Item 2 from file: 9)

DIALOG(R)File 9:Business & Industry(R)  
(c) 2003 Resp. DB Svcs. All rts. reserv.

02291938 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Bridgestone/Firestone Off Road Drives Emotional Pitch**

(Bridgestone/Firestone Off Road Tire launches ad campaign in  
business-to-business magazines)

Brandweek, v XXXIX, n 41, p 14

November 02, 1998

DOCUMENT TYPE: Journal; News Brief ISSN: 1064-4318 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 112

6/3/15 (Item 3 from file: 9)

DIALOG(R)File 9:Business & Industry(R)  
(c) 2003 Resp. DB Svcs. All rts. reserv.

02280969 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Friedland Jacobs Picks Up TVN**

(TVN Entertainment Corp awards \$5 mil ad account to Friedland Jacobs  
Communications)

AdWeek West, v 48, n 42, p 10

October 19, 1998

DOCUMENT TYPE: Journal ISSN: 0199-4743 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 218

6/3/16 (Item 4 from file: 9)

DIALOG(R)File 9:Business & Industry(R)  
(c) 2003 Resp. DB Svcs. All rts. reserv.

01289676 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Survey of the Radio Industry (7): The personal touch - While listener  
awareness is hard to assess, many see radio as good value for money / The  
advertiser's view, recognition of the medium's advantages is growing  
(Network package deals are also now available to promote advertising on  
radio)**

Financial Times London Edition, p 37

September 20, 1995

DOCUMENT TYPE: Business Newspaper ISSN: 0307-1766 (United Kingdom)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 722

6/3/17 (Item 5 from file: 9)

DIALOG(R)File 9:Business & Industry(R)  
(c) 2003 Resp. DB Svcs. All rts. reserv.

01051990 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Desktop GIS Mapping Moving To PCs**

(Geographic information systems revenues will exceed \$514 mil in 1994;  
PC-based desktop mapping segment is worth \$150 mil)

Newsbytes News Network, p N/A

September 14, 1994

DOCUMENT TYPE: Journal (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 649

6/3/18 (Item 1 from file: 610)

DIALOG(R)File 610:Business Wire

(c) 2003 Business Wire. All rts. reserv.

00119894 19991014287B1031 (USE FORMAT 7 FOR FULLTEXT)

**ImageX.com Launches Fourth Quarter National Marketing Push; Intensified  
Marketing Activity to Support National Expansion**

Business Wire

Thursday, October 14, 1999 06:02 EDT

JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

DOCUMENT TYPE: NEWSWIRE

WORD COUNT: 782

6/3/19 (Item 1 from file: 621)

DIALOG(R)File 621:Gale Group New Prod.Annou.(R)

(c) 2003 The Gale Group. All rts. reserv.

01810417 Supplier Number: 53896280 (USE FORMAT 7 FOR FULLTEXT)

**Tegu Software Ships PicServe 1.2 for Six Server Platforms.**

Business Wire, p0084

Feb 17, 1999

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 367

6/3/20 (Item 2 from file: 621)

DIALOG(R)File 621:Gale Group New Prod.Annou.(R)

(c) 2003 The Gale Group. All rts. reserv.

01515790 Supplier Number: 47283102 (USE FORMAT 7 FOR FULLTEXT)

**Targeted Internet Marketing Research Now Available Through Audits & Surveys  
Worldwide and CyberGold**

PR Newswire, p0408NYTU021

April 8, 1997

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 602

6/3/21 (Item 1 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2003 The Gale Group. All rts. reserv.

05922975 Supplier Number: 53158869 (USE FORMAT 7 FOR FULLTEXT)

**Friedland Jacobs Picks Up TVN.((Friedland Jacobs Communications received  
TVN Entertainment Corp. account))(Brief Article)**

Teresa, Jane Irene; Buyikian Kelly

ADWEEK Western Advertising News, p10(1)

Oct 19, 1998

Language: English Record Type: Fulltext

Article Type: Brief Article

Document Type: Magazine/Journal; Trade

Word Count: 208

6/3/22 (Item 2 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2003 The Gale Group. All rts. reserv.

05565084 Supplier Number: 48429582  
**Motorola seeks lift with new TV ads.**  
Williams, Elisa  
Chicago Tribune (IL) (National Edition), p3:1  
April 17, 1998  
Language: English Record Type: Abstract  
Document Type: Magazine/Journal; Trade

6/3/23 (Item 3 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2003 The Gale Group. All rts. reserv.

02989440 Supplier Number: 44054114  
**Press, posters, video in big Martell boost**  
Off Licence News, p9  
August 26, 1993  
Language: English Record Type: Abstract  
Document Type: Magazine/Journal; Trade

6/3/24 (Item 4 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2003 The Gale Group. All rts. reserv.

02776932 Supplier Number: 43724594 (USE FORMAT 7 FOR FULLTEXT)  
**Sit 'n Sleep's Millers Take to the Air Waves**  
HFD-The Weekly Home Furnishings Newspaper, v0, n0, p24  
March 22, 1993  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 982

6/3/25 (Item 5 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2003 The Gale Group. All rts. reserv.

02423166 Supplier Number: 43190517 (USE FORMAT 7 FOR FULLTEXT)  
**Overview of the Antiperspirant Market: Technology and Trends**  
Paperboard Packaging, p40  
August, 1992  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 3014

6/3/26 (Item 6 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2003 The Gale Group. All rts. reserv.

02292890 Supplier Number: 42999371  
**'Boring' work sparks unusual print tie-in**  
Bank Advertising News, v16, n37, p7  
May 18, 1992  
Language: English Record Type: Abstract  
Document Type: Magazine/Journal; Trade

6/3/27 (Item 7 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2003 The Gale Group. All rts. reserv.

01383540 Supplier Num: 41644643  
Subtle sell gets pc dealers thinking  
Direct, v2, n22, p40  
Nov, 1990  
Language: English Record Type: Abstract  
Document Type: Magazine/Journal; Trade

6/3/28 (Item 8 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2003 The Gale Group. All rts. reserv.

01122211 Supplier Number: 41265752  
Riunite Wine Isn't Afraid to Buck The Trends and Target the Young  
The Wall Street Journal, pB6  
April 4, 1990  
Language: English Record Type: Abstract  
Document Type: Newspaper; General Trade

6/3/29 (Item 1 from file: 160)  
DIALOG(R)File 160:Gale Group PROMT(R)  
(c) 1999 The Gale Group. All rts. reserv.

01941801  
Want to stand out from the competition: Be funny  
Healthcare Marketing Report June, 1988 p. 1-4  
ISSN: 0741-9368

6/3/30 (Item 2 from file: 160)  
DIALOG(R)File 160:Gale Group PROMT(R)  
(c) 1999 The Gale Group. All rts. reserv.

01778287  
Target paints bull's-eye on its chief competitors  
Commercial Appeal (Memphis, TN) September 19, 1987 p. B;7  
ISSN: 0745-4856

6/3/31 (Item 3 from file: 160)  
DIALOG(R)File 160:Gale Group PROMT(R)  
(c) 1999 The Gale Group. All rts. reserv.

01581126  
Kodak looks at big picture.  
ADVERTISING AGE March 9, 1987 p. 911

6/3/32 (Item 4 from file: 160)  
DIALOG(R)File 160:Gale Group PROMT(R)  
(c) 1999 The Gale Group. All rts. reserv.

01052883  
Apple to ad-tack IBM.  
Advertising Age July 9, 1984 p. 2,641

6/3/33 (Item 5 from file: 160)  
DIALOG(R)File 160:Gale Group PROMT(R)  
(c) 1999 The Gale Group. All rts. reserv.

01006272  
Your restaurant's image: more than a sum of its parts.  
NRA News February, 1984 p. 6-91

6/3/34 (Item 6 from file: 160)  
DIALOG(R)File 160:Gale Group PROMT(R)



(c) 1999 The Gale Group. All rts. reserv.

00901402

Professional market research is vital to turning around problem stores because it obtains information from shoppers, which can be used to identify weak points and create strategies for improved sales.  
Supermarket Business April, 1983 p. 13,14+1

6/3/35 (Item 7 from file: 160)

DIALOG(R)File 160:Gale Group PROMT(R)

(c) 1999 The Gale Group. All rts. reserv.

00870517

Using the classified ad staff to sell ROP ads will produce extra revenue, according to B Klein of Milwaukee Journal and Sentinel and E Anderson of Assn of Classified Advertising Managers, at the 130th Intl Newspaper Advertising and marketing Executives sales conference in Las Vegas.

Editor & Publisher February 5, 1983 p. 12,131

6/3/36 (Item 8 from file: 160)

DIALOG(R)File 160:Gale Group PROMT(R)

(c) 1999 The Gale Group. All rts. reserv.

00754680

Financial institutions should establish an independent identity in their advertising and marketing, rather than attempt to compete on a product-by-product basis, D Packard, VP-dir of research, McCann-Erickson, told a Chicago Financial Advisors monthly meeting.

Advertising Age December 7, 1981 p. 38M1

6/3/37 (Item 9 from file: 160)

DIALOG(R)File 160:Gale Group PROMT(R)

(c) 1999 The Gale Group. All rts. reserv.

00623753

Firestone's new 721 radial passenger tire will be launched with a new \$10 mil national TV ad blitz, the most intensive TV blitz for the firm.

Rubber & Plastics News II March 9, 1981 p. 81

6/3/38 (Item 1 from file: 634)

DIALOG(R)File 634:San Jose Mercury

(c) 2003 San Jose Mercury News. All rts. reserv.

08647076

**TEST YOUR NERDINESS**

San Jose Mercury News (SJ) - Sunday, May 26, 1996

By: Mercury News Staff Report

Edition: Morning Final Section: Business Page: 1E

Word Count: 1,701

6/3/39 (Item 1 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

(c)2003 The Gale Group. All rts. reserv.

08753825

SUPPLIER NUMBER: 18372760 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Amigo gets help from its friends. (Cantel Inc.'s Amigo cellular telephone)

Egol, Len

Direct, v8, n6, p53(1)

May, 1996

ISSN: 1046-4174

LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 1041

LINE COUNT: 00084

permin 12  
7/11/96  
7/11/96

6/3/40 (Item 2 from file: 148)  
DIALOG(R) File 148:Gale Group Trade & Industry DB  
(c)2003 The Gale Group. All rts. reserv.

06416878 SUPPLIER NUMBER: 13549142 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Sit'n Sleep's Millers take to the air waves. (Phil and Larry Miller) (includes related article)**  
Schancupp, Pam  
HFD-The Weekly Home Furnishings Newspaper, v67, n12, p24(1)  
March 22, 1993  
ISSN: 0746-7885 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 841 LINE COUNT: 00064

6/3/41 (Item 3 from file: 148)  
DIALOG(R) File 148:Gale Group Trade & Industry DB  
(c)2003 The Gale Group. All rts. reserv.

06119277 SUPPLIER NUMBER: 12515674 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Overview of the antiperspirant market: technology and trends.**  
Abrutyn, E.S.; Bahr, B.C.; Fuson, S.M.  
Drug & Cosmetic Industry, v151, n2, p40(7)  
August, 1992  
ISSN: 0012-6527 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 3169 LINE COUNT: 00273

6/3/42 (Item 4 from file: 148)  
DIALOG(R) File 148:Gale Group Trade & Industry DB  
(c)2003 The Gale Group. All rts. reserv.

05539781 SUPPLIER NUMBER: 11649341 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Value-expressive versus utilitarian advertising appeals: when and why to use which appeal.**  
Johar, J.S.; Sirgy, M. Joseph  
Journal of Advertising, v20, n3, p23(11)  
Sept, 1991  
ISSN: 0091-3367 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 6950 LINE COUNT: 00610

6/3/43 (Item 5 from file: 148)  
DIALOG(R) File 148:Gale Group Trade & Industry DB  
(c)2003 The Gale Group. All rts. reserv.

04872651 SUPPLIER NUMBER: 09601175 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**When consumer behavior goes bad: an investigation of adolescent shoplifting.**  
Cox, Dena; Cox, Anthony D.; Moschis, George P.  
Journal of Consumer Research, v17, n2, p149(11)  
Sept, 1990  
ISSN: 0093-5301 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 8159 LINE COUNT: 00690

6/3/44 (Item 6 from file: 148)  
DIALOG(R) File 148:Gale Group Trade & Industry DB  
(c)2003 The Gale Group. All rts. reserv.

03935367 SUPPLIER NUMBER: 07575945 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**How Hartmarx plans to recapture its youth. (company profile)**  
Stern, Aimee L.  
Adweek's Marketing Week, v30, n18, p34(2)  
May 1, 1989  
DOCUMENT TYPE: company profile ISSN: 0892-8274 LANGUAGE: ENGLISH  
RECORD TYPE: FULLTEXT  
WORD COUNT: 1453 LINE COUNT: 00109

6/3/45 (Item 1 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2003 The Dialog Corp. All rts. reserv.

07829739 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Accountability in advertising**  
KOREA HERALD  
October 20, 1999  
JOURNAL CODE: FKHD LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 829

6/3/46 (Item 2 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2003 The Dialog Corp. All rts. reserv.

01632590 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Agfa Announces Agreement to Distribute PhotoSpin Royalty-Free Digital  
Images World Wide**  
BUSINESS WIRE  
May 13, 1998 8:23  
JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 868

6/3/47 (Item 1 from file: 635)  
DIALOG(R)File 635:Business Dateline(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

1015357 99-78487  
**A big boost for air time at Ontario Airport hopes cable TV commercials will  
attract passengers from wider area to its new terminals**  
McAuliffe, Don  
Press Enterprise-Riverside CA (Riverside, CA, US) pF.05  
PUBL DATE: 981203  
WORD COUNT: 568  
DATELINE: Ontario, CA, US, Pacific

6/3/48 (Item 2 from file: 635)  
DIALOG(R)File 635:Business Dateline(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

0832342 97-92681  
**Advertisers sitting pretty on arresting restroom billboards**  
Barrett, Larry  
Business Journal-San Jose (San Jose, CA, US), V15 N11 p1  
PUBL DATE: 970714  
WORD COUNT: 842  
DATELINE: San Jose, CA, US, Pacific



6/3/49 (Item 3 from file: 635)  
DIALOG(R)File 635:Business Dateline(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

0447510 94-00305  
**Recruitment ad firm is much-wanted**  
Rauber, Chris  
San Francisco Business Times (San Francisco, CA, US), V8 N9 s3 p25A  
PUBL DATE: 931029  
WORD COUNT: 571  
DATELINE: Oakland, CA, US

6/3/50 (Item 4 from file: 635)  
DIALOG(R)File 635:Business Dateline(R)  
(c) 2003 ProQuest Info&Learning. All rts. reserv.

0443826 93-96455

**Lack of work sends big agencies scurrying after smaller potatoes**

Ginsberg, Steve

The Los Angeles Business Journal (Los Angeles, CA, US), V15 N42 s1 p20

PUBL DATE: 931018

WORD COUNT: 833

DATELINE: Los Angeles, CA, US

6/3/51 (Item 5 from file: 635)

DIALOG(R)File 635:Business Dateline(R)

(c) 2003 ProQuest Info&Learning. All rts. reserv.

0266627 92-12943

**Diversity in Style: Nordstrom Is Fashioning a New Look That Includes People of Color**

Gupta, Himanee

The Seattle Times (Seattle, WA, US) sE p1

PUBL DATE: 920119

WORD COUNT: 387

DATELINE: Seattle, WA, US

6/3/52 (Item 1 from file: 570)

DIALOG(R)File 570:Gale Group MARS(R)

(c) 2003 The Gale Group. All rts. reserv.

01313531 Supplier Number: 43284550

**Adray's Is Surviving Superstore Invasion**

TWICE, v7, n20, p8-10

Sept 7, 1992

ISSN: 0892-7278

Language: English Record Type: Abstract

Document Type: Magazine/Journal; Trade

6/3/53 (Item 2 from file: 570)

DIALOG(R)File 570:Gale Group MARS(R)

(c) 2003 The Gale Group. All rts. reserv.

01093626 Supplier Number: 41187754

**Polaroid's Spectra Targets the Practical-Minded With a New Pitch**

Adweek's Marketing Week, v31, n9, p5

Feb 26, 1990

ISSN: 0892-8274

Language: English Record Type: Abstract

Document Type: Magazine/Journal; Trade

6/3/54 (Item 3 from file: 570)

DIALOG(R)File 570:Gale Group MARS(R)

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01073283 Supplier Number: 40974205

**As A Generation Rediscovered The Burbs, Madison Ave Follows**

ADWEEK Eastern Edition, v30, n41, p26-27

Oct 9, 1989

ISSN: 0199-2864

Language: English Record Type: Abstract

Document Type: Magazine/Journal; Trade

6/3/55 (Item 4 from file: 570)

DIALOG(R)File 570:Gale Group MARS(R)

(c) 2003 The Gale Group. All rts. reserv.

01039411 Supplier Number: 40634511

**Get accurate views from consumers by giving them the VIP treatment**

Marketing News, v23, n1, p34

Jan 2, 1989  
ISSN: 0025-3790  
Language: English Record Type: Abstract  
Document Type: Magazine/Journal; Trade

6/3/56 (Item 5 from file: 570)  
DIALOG(R)File 570:Gale Group MARS(R)  
(c) 2003 The Gale Group. All rts. reserv.

00031502 Supplier Number: 48151180  
**Sunoco's new energy ads get personality.**  
Adams, Liz  
Marketing Magazine, p2  
Dec 1, 1997  
ISSN: 1196-4650  
Language: English Record Type: Abstract  
Document Type: Magazine/Journal; Trade

6/3/57 (Item 1 from file: 494)  
DIALOG(R)File 494:St LouisPost-Dispatch  
(c) 2003 St Louis Post-Dispatch. All rts. reserv.

09841144  
**IF YOU OWN A MAILBOX YOU SHOULD READ THIS MORE AND MORE COMPANIES ARE  
REACHING THEIR CUSTOMERS THROUGH DIRECT MAIL ON TARGET SALES**  
St. Louis Post Dispatch (SL) - Monday, December 7, 1998  
By: Christopher Carey  
Of The Post-Dispatch  
Edition: FIVE STAR LIFT Section: BUSINESS PLUS Page: 1  
Word Count: 1,539

6/3/58 (Item 1 from file: 702)  
DIALOG(R)File 702:Miami Herald  
(c) 2003 The Miami Herald Publishing Co. All rts. reserv.


04012986  
**WHAT THEIR ADS TRY TO DO**  
Miami Herald (MH) - MON FEB 16 1987  
By: JOAN CHRISSOS Herald Columnist  
Edition: FINAL Section: BUSINESS Page: 13BM  
Word Count: 415

6/3/59 (Item 1 from file: 704)  
DIALOG(R)File 704:(Portland)The Oregonian  
(c) 2003 The Oregonian. All rts. reserv.

05569012  
**REACHING READER-CONSUMERS**  
OREGONIAN (PO) - SATURDAY March 10, 1990  
By: HELEN L. MERSHON - of the Oregonian Staff  
Edition: FOURTH Section: LIVING Page: C04  
Word Count: 820

6/3/60 (Item 2 from file: 704)  
DIALOG(R)File 704:(Portland)The Oregonian  
(c) 2003 The Oregonian. All rts. reserv.

05311036  
**SUPERMARKETS IN THE 21ST CENTURY**  
OREGONIAN (PO) - TUESDAY November 7, 1989  
By: ESTHER SHAPIRO - Knight-Ridder News Service  
Edition: FOURTH Section: Foodday Page: FD13 OP  
Word Count: 484



6/3/61 (Item 1 from File: 714)  
DIALOG(R)File 714:(Baltimore) The Sun  
(c) 2003 Baltimore Sun. All rts. reserv.

06534048

**NORDSTROM'S NEW LOOK WORK FORCE INCLUDES MORE NON-WHITES.**  
BALTIMORE EVENING SUN (BS) - Monday, February 3, 1992  
By: Himanee Gupta Seattle Times  
Edition: Final Section: Financial Page: E1  
Word Count: 911